



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

**Contract # 332045**

**Schedule Dates** 10/17/12-10/26/12  
**Advertiser** Pol/J Atkinson/D/Oh/NC (16948)  
**Agency** Luc, Inc. (2895)  
**Product** Political (1065)  
**Brand** 2453 NC SUPERINT (137529)  
**Salesperson** Telerep/Atlanta, Atlanta (1044)  
**Sales Office** Telerep/Atlanta  
**Buyer Name** MILLS,AMY  
**Phone/Fax** /  
**CPE** 2453  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** ATKINSON NC SUPERINT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

**Date Entered** 09/19/12  
**Last Modified** 09/19/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06322869  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,620.00  
**Net Total** \$9,180.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 21  
**Rate** \$10,800.00  
\$10,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	6:30A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
2.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6:30A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
3.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	7A- 8A (EST)				1					1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
4.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
5.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)						1			1	\$325.00	\$325.00	Charlotte (WSOC)	NEWS SAT	9/19/12
6.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	NEWS SUN	9/19/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- 10A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
8.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	9A- 10A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- 11A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
10.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	10A- 11A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
11.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	10:58A- 11:57A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
12.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	10:58A- 11:57A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
13.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
14.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P- 1P (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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# Contract # 332045

<b>Schedule Dates</b>	10/17/12-10/26/12	<b>Date Entered</b>	09/19/12
<b>Advertiser</b>	Pol/J Atkinson/D/Oth/NC (16948)	<b>Last Modified</b>	09/19/12
<b>Agency</b>	Luc, Inc. (2895)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political (1065)	<b>CO-OP</b>	No
<b>Brand</b>	2453 NC SUPERINT (137529)	<b>Headline #</b>	06322869
<b>Salesperson</b>	Telerep/Atlanta, Atlanta (1044)	<b>Demo</b>	Normal
<b>Sales Office</b>	Telerep/Atlanta	<b>Order Type</b>	Package Deal
<b>Buyer Name</b>	MILLS, AMY	<b>Commission %</b>	15.00
<b>Phone/Fax</b>	/	<b>Commission</b>	\$1,620.00
<b>CPE</b>	2453	<b>Net Total</b>	\$9,180.00
<b>Account Types</b>	National/Political	<b>Sales Tax</b>	
<b>Billing Type</b>	Standard		
<b>Comments</b>	ATKINSON NC SUPERINT ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	21	\$10,800.00
<b>Grand Total:</b>	<b>21</b>	<b>\$10,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	12P- 1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
16.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
17.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	2P- 3P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	GENERAL HOSPITAL	9/19/12
18.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	3P- 4P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
19.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3P- 4P (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
20.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	5P- 5:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
21.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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SEP18/12 16.00  
\*\*\* WSOC-TV \*\*\*

PROGRAM : GMA  
CON COM1 : GMA

SEP18/12 16.00  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6322869  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 404-848-0800 FAX# 404-848-9552  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP18/12 16.00  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-800A	30		\$775.00	10/26	10/26	1		FRI	1
PROGRAM : GMA												
CON COM1: GMA												
5			700A-800A	30		\$325.00	10/20	10/20	1		SAT	1
PROGRAM : NEWS SAT												
CON COM1: NEWS SAT												
6			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS SUN												
CON COM1: NEWS SUN												
7			900A-1000A	30		\$375.00	10/22	10/22	1		MON	1
PROGRAM : LIVE W KELLY												
CON COM1: LIVE W KELLY												
8			900A-1000A	30		\$375.00	10/24	10/24	1		WED	1
PROGRAM : LIVE W KELLY												
CON COM1: LIVE W KELLY												
9			1000A-1100A	30		\$375.00	10/19	10/19	1		FRI	1
PROGRAM : DR PHIL												
CON COM1: DR PHIL												
10			1000A-1100A	30		\$375.00	10/23	10/23	1		TUE	1
PROGRAM : DR PHIL												
CON COM1: DR PHIL												
11			1100A-1200N	30		\$550.00	10/17	10/17	1		WED	1
PROGRAM : VIEW												
CON COM1: VIEW												
12			1100A-1200N	30		\$550.00	10/25	10/25	1		THU	1
PROGRAM : VIEW												
CON COM1: VIEW												

5

SEP18/12 16.00  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
13			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/18	10/18	1		THU	1
14			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/23	10/23	1		TUE	1
15			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/24	10/24	1		WED	1
16			1200N-100P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/26	10/26	1		FRI	1
17			200P-300P PROGRAM : NEWS MIDDAY CON COM1: NEWS MIDDAY	30		\$375.00	10/26	10/26	1		FRI	1
18			300P-400P PROGRAM : GENERAL HOSPITAL CON COM1: GENERAL HOSPITAL	30		\$375.00	10/18	10/18	1		THU	1
19			300P-400P PROGRAM : KATIE CON COM1: KATIE	30		\$375.00	10/22	10/22	1		MON	1
20			500P-530P PROGRAM : KATIE CON COM1: KATIE	30		\$850.00	10/17	10/17	1		WED	1
21			500P-530P PROGRAM : NEWS @ 5 CON COM1: NEWS @ 5	30		\$850.00	10/25	10/25	1		THU	1

REP HEADLINE# 6322869  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 404-848-0800 FAX# 404-848-9552  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP18/12 16.00  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			10800.00									
CONTRACT TOTAL												10800.00
TOTAL SPOTS												21

MARKET TOTALS \$10,800 WSOC 100% WBTV 0% WCNC 0% WCCB 0% WJZY 0% WMYT 0% WAXN 0%  
CABL 0%  
OUR SHARE PER BYR  
SVC- NSI  
DEMOS- RA35+\*